Boston University
College of Communications
Design & New Media
CM323|CM741
Spring 2018 Tuesdays
Prof. Joyce Walsh

Project 3	Logo Design	Project Revision due to Snow Day March 13, 2018
Objectives	Concept development Typographic design Effective use of color
Format	Logo design ≈ 5"X 3" For presentations leave ≈ 2" margin around all logo edges
Color	Two colors
Copy	Logo: Company name
Company Name	Choose one from this list 1| Toro (Tapas restaurant) 2| gogo (Navigation app) 3| Zeus (Greek restaurant) 4| Intermural Sports Team
Final Presentation	Full color, full size design (≈ 5 X 3) trim paper to ≈ 9 X 7

Schedule	4.03 Logo Concept Development
	          Read Graphic Design Essentials Chapter 6
	          Design a logo in class